



STAUNTONS
LIMITED
1922



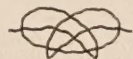
Digitized by the Internet Archive
in 2023 with funding from
Columbia University Libraries

<https://archive.org/details/yearbook1921192200stau>

12334
25

THE YEAR BOOK

1921 — 1922



Specially prepared for the assistance of those who sell

STAUNTON WALL PAPERS

Presented with the compliments of
STAUNTONS LIMITED
Wall Paper Manufacturers
TORONTO - CANADA



INTRODUCTORY

IT may be the universal desire for a change that makes itself apparent on every hand, it may be the result of business reconstruction that is finding an echo in the inner precincts of the home, but it is an acknowledged fact that people everywhere are anxious to improve the appearance of their domiciles and are wisely starting with the renovation of the walls of each room, and for this purpose are employing a higher type of Wall Papers than ever before. So those who are engaged in the merchandising of this essential commodity and in the decorating craft can turn this prevailing mode to good account, and by carrying in stock a better class of Wall Papers than before, they will be ready to offer their customers an assortment of goods that will win approval and bring about a noticeable increase in their business and profits.

We have, therefore, selected a most opportune time to introduce a line of Wall Papers that is in touch with these changing ideas and existing tendencies, and our new season's offering, every pattern of which is in the popular 22-inch standard of width, will be found to adequately cover all that refined taste can desire in variety of conceptions, harmony of treatments and originality of designs.

In this book is depicted a series of sketches that will give some conception how rooms papered with a number of these new creations will appear when they are completely furnished. Beside each of them is an illustration which may be termed a "close-up" of the paper used in the accompanying room, so that a more accurate conception of the pattern, coloring and finish may be obtained. It is hoped that this brochure will be the means of aiding salespeople in retail stores to demonstrate the various styles of decoration that are appropriate for the modern home, and of assisting their customers in the selection of Wall Papers that are best suited for their requirements.

STAUNTONS LIMITED

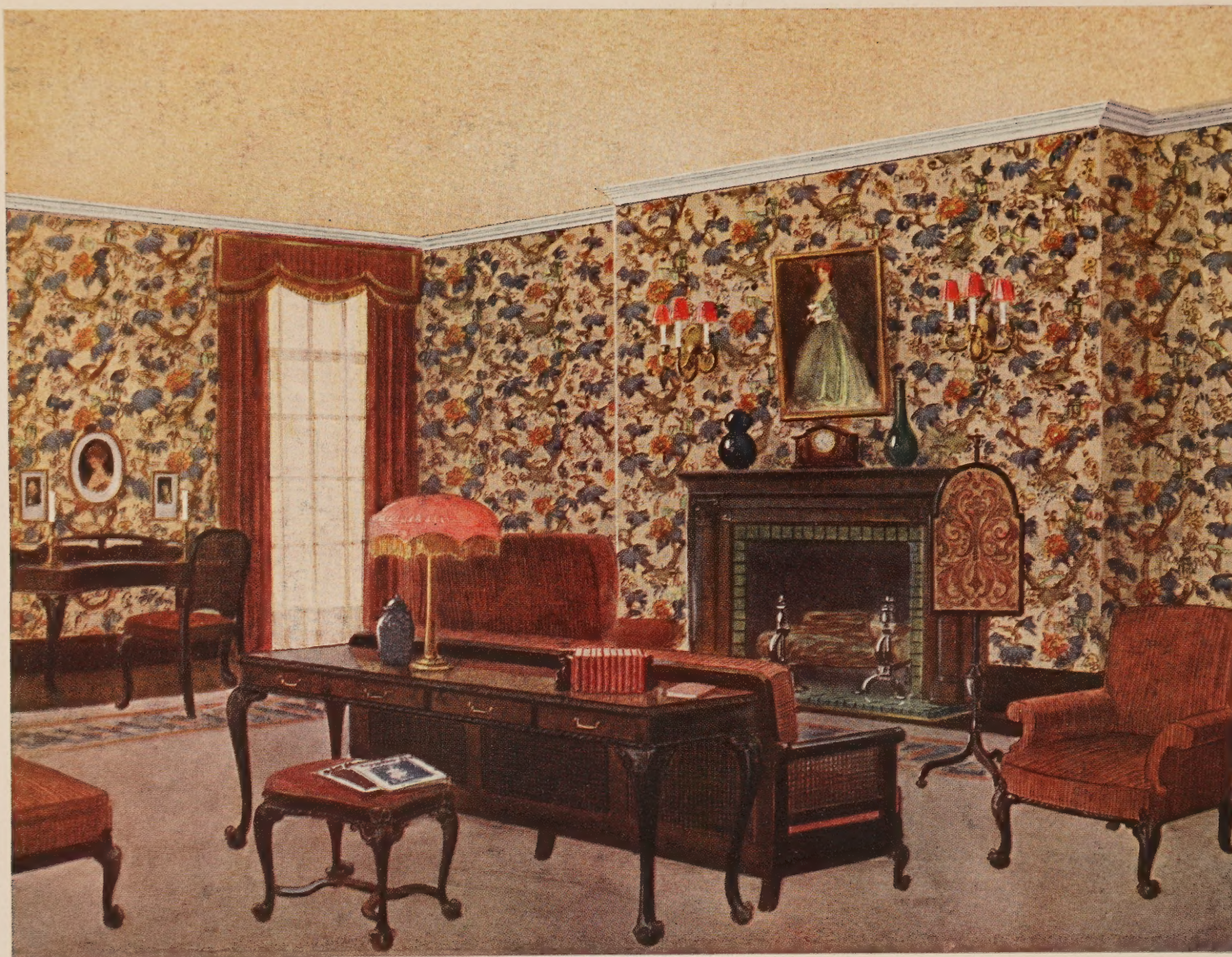
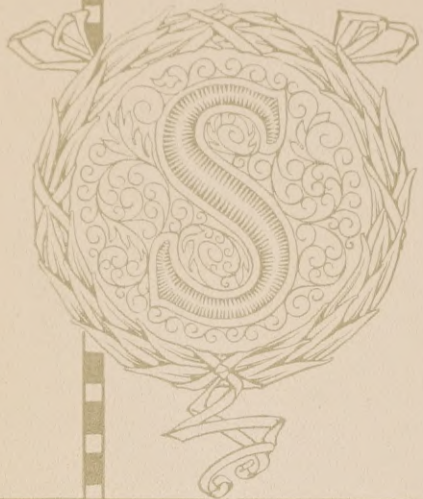


Plate I.—Chippendale

1828 EGM



1812 ET



Plate II—Marseillaise

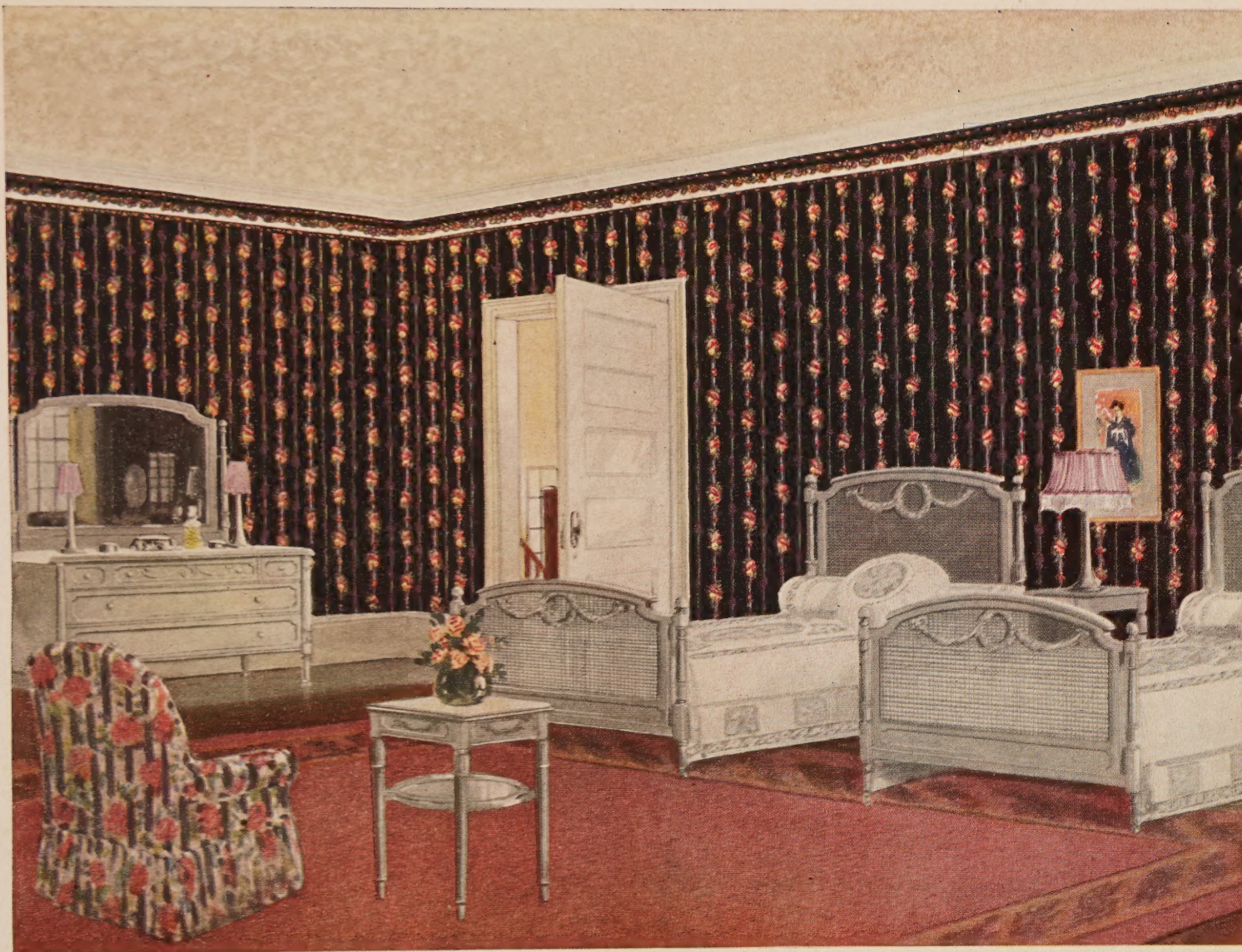
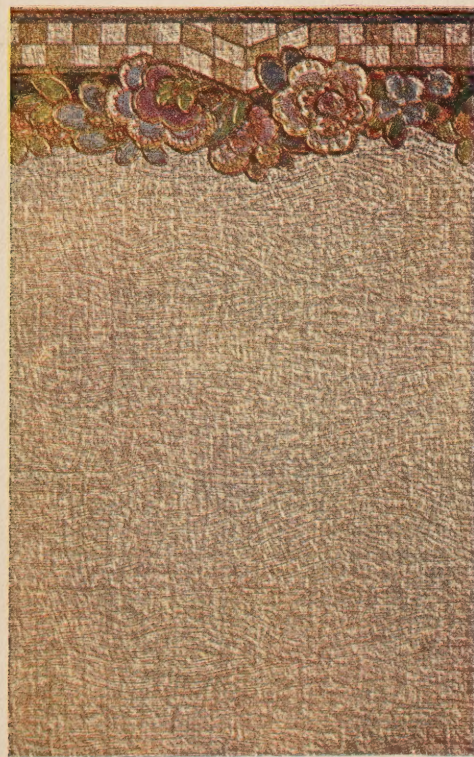


Plate III.—Batik

1851 X



1865 EZ

Plate IV.—Kashgar

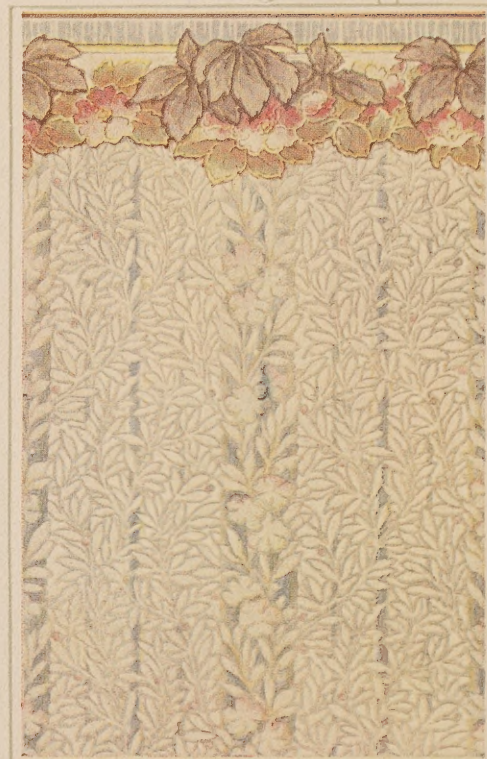
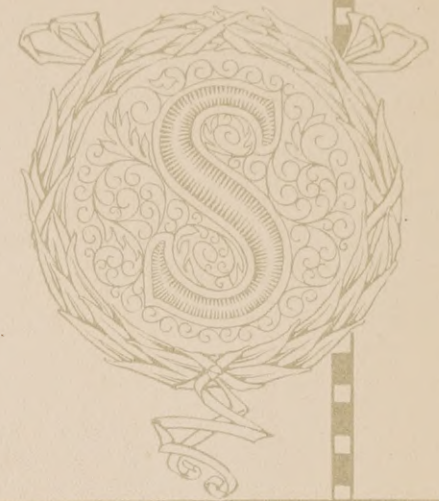
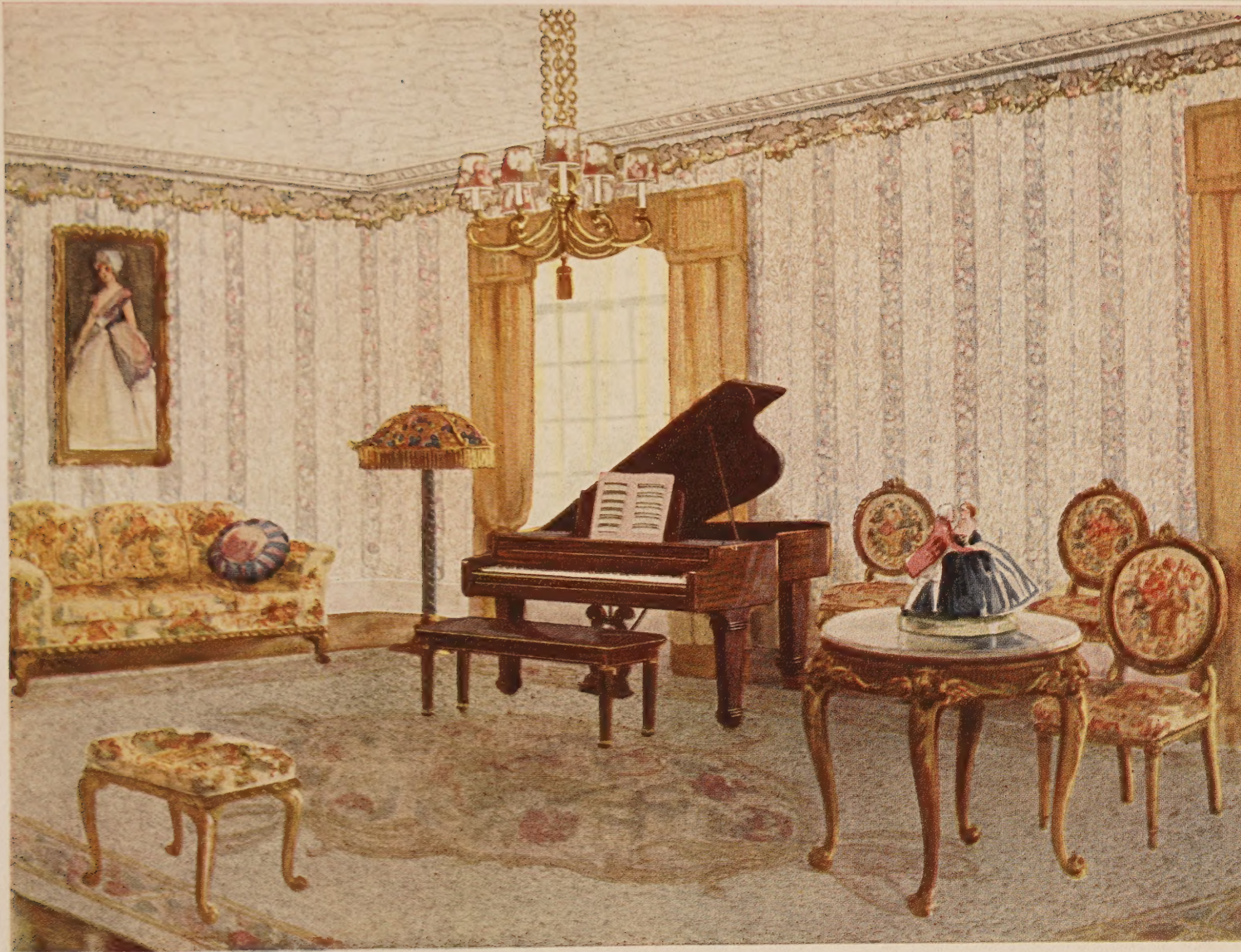
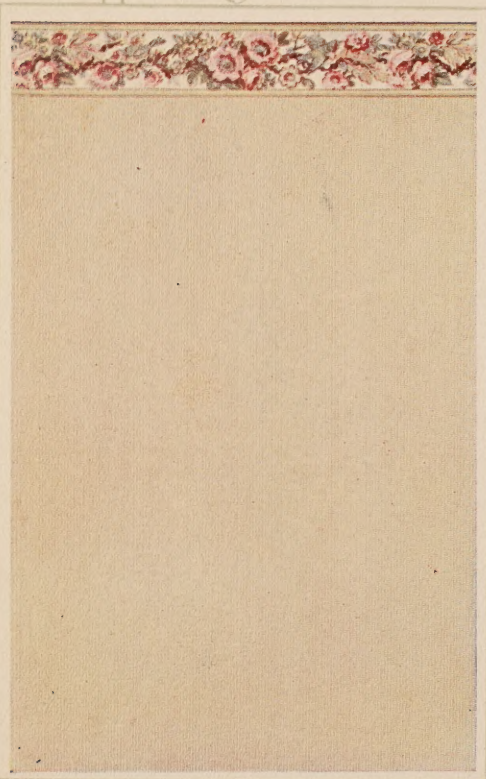


Plate V.—Belgravia



1862 K

Plate VI.—Diantha



Plate VII.—Richmond

1848 EM



1850 N

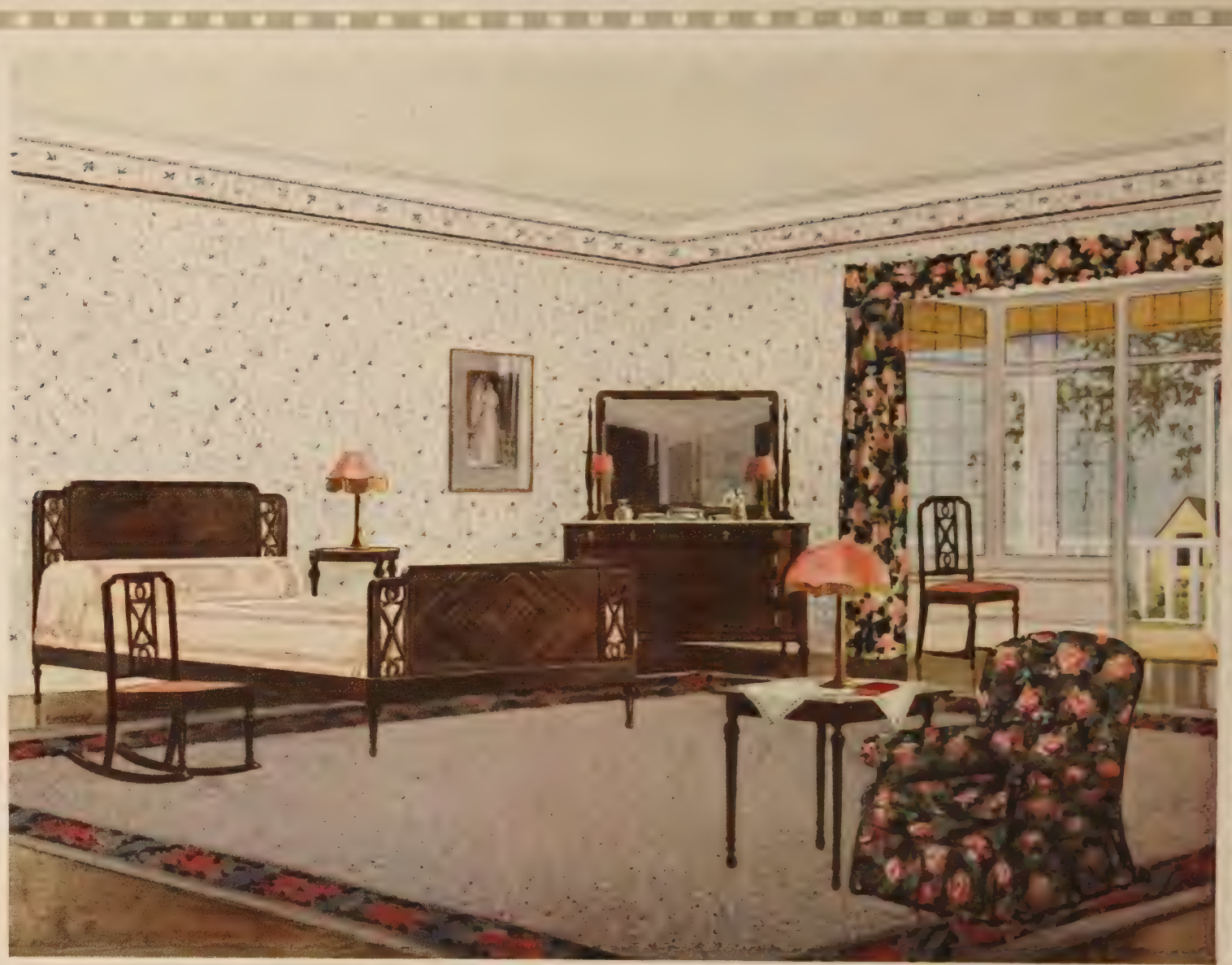


Plate VIII.—Blue Bird



Plate IX.—Westminster

1862 TB



DESCRIPTION OF ILLUSTRATIONS

- Plate I.* Chippendale. Pattern No. 1828 EGM. A charming design of distinctly Chinese influence that is shown in a wide range of effective treatments.
- Plate II.* Marseillaise. Pattern No. 1812 ET. A decorative treatment of peculiar charm that is of the French school of design and is shown in numerous colourings of diversified themes.
- Plate III.* Batik. Pattern No. 1831 X. A type of design that emanates from eastern Europe which has been incorporated into many decorative materials. A large range of colourings include several that strike a far less fantastic note than the one illustrated. The 4-band border is 4 inches in width and may be cut out if desired.
- Plate IV.* Kashgar. Pattern No. 1863 EZ. A beautiful swirl effect that is shown in a wide variety of useful shades. The 2-band border is $7\frac{1}{2}$ inches in width, and has a decorative value that is quite unique.
- Plate V.* Belgravia. Pattern No. 1845 EGH. Here is one of those excellent designs that are constantly in demand for the drawing-room and parlour, in which a choice selection of light and medium colourings are shown. The 2-band ready-cut border is 7 inches in width, and with it comes a narrow banding, $\frac{3}{4}$ -inch wide, which may be used above the baseboard.
- Plate VI.* Diantha. Pattern No. 1862 K. A pretty near-plain paper with which a dainty panelling treatment is employed in a popular form. The 5-band border is $3\frac{1}{4}$ inches in width.
- Plate VII.* Richmond. Pattern No. 1848 EM. This beautiful tapestry is reminiscent of the old hand-blocked papers of English and French production, and is shown in a large array of exquisite renderings, prominent amongst which are several decided novelties. The 5-band strapping of classic design is $3\frac{1}{4}$ inches in width, and amongst the large range of colourings will be found a suitable match for many papers.
- Plate VIII.* Blue Bird. Pattern No. 1850 N. This pretty little bedroom design comes in a number of charming renderings. The straight 2-band border is $7\frac{1}{2}$ inches wide, and the lower moulding, $1\frac{1}{4}$ inches in width, may be removed and used as a base decoration, reducing the width of the border to $6\frac{1}{4}$ inches.
- Plate IX.* Westminster. Pattern No. 1826 TB. A conventional foliage tapestry of great beauty of treatment and purity of motif which is shown in numerous effective colourings. The upper paper is a small foliage pattern No. 1806 SEM which is printed in transparent colours on a background representing grass-cloth.

